Crawford County Career Technical Center

Commercial/Advertising Art
CIP 50.0402
Task Grid

Unit/Standard Number	Secondary Competency Task List	Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level
100	**ORIENTATION**	
101	Identify career paths within the vocational profession.	
102	List occupational requirements.	
103	Demonstrate research, employability, and organizational skills.	
104	Identify how copyright laws apply to visual and digital communication.	
200	**SAFETY**	
201	Safely operate media presentation equipment.	
202	Demonstrate safe practices when using computer hardware and software.	
203	Demonstrate safe practices when using and maintaining hand tools.	
204	Demonstrate safe practices when using, storing, and disposing of paints, solvents, and chemicals.	
205	Demonstrate safe cutting procedures.	
206	Demonstrate knowledge of hazard communication law/environmental protection to include SDS.	
300	**DRAWING AND ILLUSTRATION**	
301	Design objects using linear perspective.	
302	Design basic geometric and organic forms showing texture and tone.	
303	Create line art.	

304	Apply anatomy concepts in drawing.	
305	Design from direct observation.	
306	Produce color illustrations using various media.	
307	Create value with the use of layering.	
400	**COLOR THEORY AND APPLICATION**	
401	Apply the basic structure of color (hue, intensity, saturation) to generate color solutions.	
402	Apply appropriate color schemes to generate design solutions.	
403	Identify and apply additive and subtractive color.	
500	**DIGITAL IMAGING**	
501	Demonstrate image scanning procedures.	
502	Identify the properties of vector and raster images.	
503	Demonstrate basic use of page layout software.	
504	Demonstrate intermediate use of page layout software.	
505	Demonstrate basic use of a vector-based drawing program.	
506	Demonstrate intermediate use of a vector-based drawing program.	
507	Demonstrate basic use of image editing software.	
508	Demonstrate intermediate use of image editing software.	
509	Demonstrate use of input, output and storage devices.	
510	Demonstrate appropriate use of different file formats.	
511	Organize and manage digital files.	
512	Demonstrate basic use of web page design software.	
600	**DESIGN, LAYOUT AND PRODUCTION**	
601	Research the history of advertising design.	
602	Apply elements and principles of design.	
603	Write a creative brief.	
604	Produce thumbnails, roughs and comprehensive.	
605	Design a logo.	
606	Create a design for a package.	

607	Demonstrate basic knowledge of printing processes.	
608	Design promotional materials.	
609	Prepare files for output.	
610	Demonstrate knowledge of color separations.	
611	Demonstrate knowledge of printer's marks and measurements.	
700	**TYPOGRAPHY**	
701	Identify the anatomy and classification of type.	
702	Identify typographic styles.	
703	Manipulate type through character and paragraph formatting.	
704	Choose and apply appropriate typeface.	
800	**DIGITAL PHOTOGRAPHY**	
801	Operate digital camera and accessories.	
802	Compose a photograph through the lens.	
803	Demonstrate use of lighting.	
804	Demonstrate ability to physically stabilize camera.	
805	Demonstrate how to download and manipulate digital images.	
900	**PROFESSIONAL PRACTICES**	
901	Prepare and present a portfolio.	
902	Deliver an oral presentation.	
903	Estimate time and materials for a project.	
904	RESERVED	
905	Demonstrate matting and mounting a work of art.	
906	Participate in critiques of commercial art projects.	
907	Research current industry practices.	